

We produce original digital content covering global professional tennis from a Canadian perspective.



As seen on:



PREMIUM VIDEO CONTENT



THE SLICE

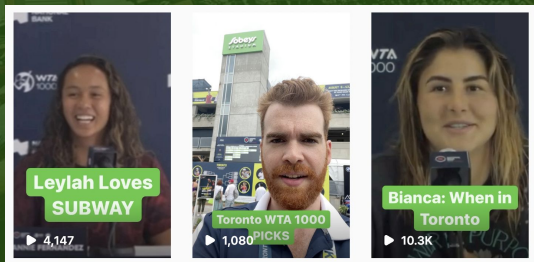
A leading online show in tennis, covering professional tournaments with commentary and analysis.

INTERVIEWS

Candid chats with top professional players, asking the questions that fans want answered.



Casper Ruud
World #4



SOCIAL CONTENT + JOURNALISM

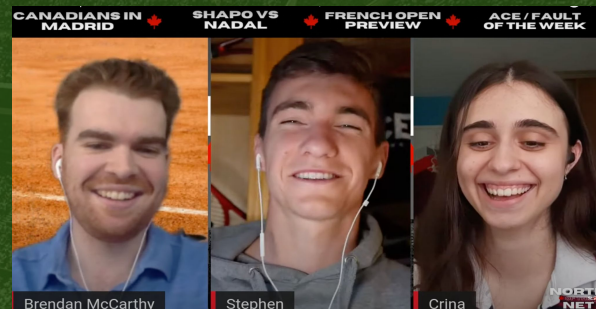
Through Instagram, TikTok and Twitter, The Slice keeps tennis fans up to date and entertained with timely content.

~ **25,000** Canadian tennis fans get The Slice every month.

Pro Interviews (Bianca Andreescu)



Canadian Specific Shows



LIVE Watch Parties



In deep with our audience

YouTube Numbers in 2022

3:51

Average View Duration

807,100

Views

42,200+

Hours of Watch Time

50%

Along with tennis in Canada, The Slice is growing rapidly, at about 50% year over year. We pride ourselves on the deep connection we have with our growing community of tennis lovers.

Who are tennis fans?

\$182,000: Avg household income, 3x national average. (Forbes)

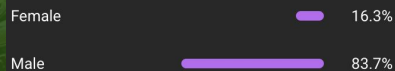
Active. Regular play reduces cardiovascular disease risk by **56%**. (TennisBC)

2.9 Million: Frequent tennis players in Canada. (Tennis Canada)

OUR FAN DEMOGRAPHICS

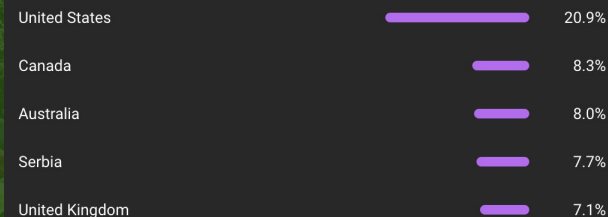
Age and gender

Views · 2023



Top geographies

Views · 2023



Sponsorship

For brands wanting contextual advertising, we offer a direct line to engaged tennis fans. With fully customizable messaging, call to actions and branding, we're here to help deliver your brand message in the most impactful way possible.

Tournament Packages

\$3,000 - \$5,000

12 Month Packages

\$20,000 - \$64,000

2023 Content Availability

- Projected **2.5 Million video views** between YouTube and Instagram (growing ~50% YOY)
- **50,000+** hours of watch time just on YouTube.